

IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

5

Listing of Claims:

1

1. (Currently amended) A system for providing auxiliary content to a client during download of primary content from a server, comprising:

2

3

a server network comprising a download management server, a customer database that stores user information, and a primary content database that stores primary content;

5

6

a client console connectable for establishing a communications link through a bi-directional communications network to the download management server; and

8

9

at the client console, local storage for storing a user identifier and auxiliary content, wherein the auxiliary content is stored in the local storage prior to download of the primary content from the download management server;

10

11

12

wherein the user identifier is uploaded from the client console to the download management server to transact with the primary content database, the

13

14

user identifier being used to enable request of access ~~to predetermined~~ primary content in the primary content database, and specific portions of the auxiliary

15

16

content stored in the local storage device are loaded from the local storage device to enable playing ~~is played~~ by the client console during download of requested

17

18 primary content, the specific portions of the auxiliary content being selected for
19 play at the client console during download based in part on analysis of the user
20 information that is ~~was~~ downloaded to the client console in response to the
21 uploading of the user identifier to the download management server.

1 2. (Original) The system according to claim 1, wherein the auxiliary
2 content is variable based on a user preference.

1 3. (Original) The system according to claim 2, wherein the client
2 preference is determined by prompting the client to input information settings, and
3 by providing the client with a selection of one or more individual content choices
4 and one or more content category choices.

1 4. (Original) The system according to claim 1, wherein the auxiliary
2 content is variable based on a distributor preference.

1 5. (Original) The system according to claim 4, wherein the distributor
2 preference is determined first by having the download management server send
3 the client preference data usable to assign content before sending the requested
4 content, and second by having the client console execute the content stored in the
5 local storage according to the preference data.

1 6. (Original) The system according to claim 5, wherein the preference
2 data can be selected from one or more individual content choices and one or more
3 content category choices.

1 7. (Original) The system according to claim 1, wherein the auxiliary
2 content can be acquired and distributed to the local storage over the
3 communications network.

1 8. (Original) The system according to claim 7, wherein the local
2 storage is a hard disk drive.

1 9. (Original) The system according to claim 1, wherein the client
2 console further comprises a local fixed storage device disposed internally or
3 externally of the client, wherein requested primary content is downloaded onto the
4 fixed storage device.

1 10. (Original) The system according to claim 1, wherein the auxiliary
2 content is provided on portable storage that stores the auxiliary content and is
3 suitable for mass distribution.

1 11. (Original) The system according to claim 10, wherein the portable
2 storage is a CD ROM and the mass distribution technique is direct mail.

1 12. (Original) The system according to claim 10, wherein the portable
2 storage is a CD ROM and the mass distribution technique is placement
3 (advertisement) in separately purchased printed products.

1 13. (Original) The system according to claim 1, wherein the local
2 storage is a removable storage device installable in the client console.

1 14. (Original) The system according to claim 13, wherein said
2 removable storage device includes data structures thereon comprising a plurality
3 of auxiliary content items, a plurality of trigger data items logically associated,
4 respectively, with each of said auxiliary content items, and a user identifier.

1 15. (Previously presented) The system according to claim 1, wherein
2 said user information is used to trigger execution of the specific portions of
3 auxiliary content items based on comparison with said trigger data items.

1 16. (Original) The system according to claim 15, wherein said user
2 identifier comprises an alphanumeric media ID identifying said removable storage
3 device.

1 17. (Original) The system according to claim 1, wherein the auxiliary
2 content is selected from the group consisting of images, movies, music, games,
3 customer surveys and lots.

1 18. (Original) The system of claim 1, wherein information is
2 downloaded from the download management server into the client console to
3 trigger execution of specified auxiliary content items based on comparison with
4 the information.

1 19. (Currently amended) A method for providing auxiliary content
2 from a local storage device during download of primary content from a server
3 network over a bi-directional communications network, comprising the steps of:
4 establishing a communications link between a client console and a
5 download management server that is part of the server network through the
6 bi-directional communications network, the client console having the local storage
7 device installed therein;
8 transmitting user identifier data contained on said local storage device and
9 a request for ~~predetermined~~ primary content to the download management server,
10 in order to retrieve said primary content from the download management server;
11 accessing and loading the auxiliary content stored on the local storage
12 device for playing of the auxiliary content during download of the primary content
13 to the client console;
14 selecting the auxiliary content to be accessed by the client console based
15 on user information obtained by examining the transmitted user identifier, the user
16 information comprising preferences provided by either the client or a distributor
17 of the primary content.

1 20. (Original) The method according to claim 19, wherein said user
2 identifier data comprises an alphanumeric media ID identifying said local storage
3 device and said local storage device further contains an authentication code which
4 enables access to said download management server, further comprising the step
5 of receiving said media ID and said authentication code in said download
6 management server, wherein one of said authentication code and said media ID
7 serves to limit access on the server network to specified primary content only
8 from among all primary content.

1 21. (Original) The method according to claim 19, wherein said step of
2 accessing said auxiliary content further comprises comparing said user
3 information with trigger data logically associated with one or more auxiliary
4 content items making up the auxiliary content.

1 22. (Original) The method according to claim 19, wherein said step of
2 downloading into said client console from said download management server
3 comprises storing said primary content on a local fixed storage device disposed
4 internally or externally of said client console.

1 23. (Currently amended) A method of operating a client console having a

2 removable storage device installable therein while connecting with a download
3 management server through a bi-directional communications network, comprising the
4 steps of:
5 determining whether said removable storage device requires connection to
6 said bi-directional communications network for operation in said client console;
7 establishing a communications link between a client console and the
8 download management server through said bi-directional communications
9 network, if it is determined that the removable storage device requires a network
10 connection;
11 transmitting user identifier data contained on said removable storage device and a
12 request for ~~predetermined~~ primary content to said download management server;
13 downloading the requested ~~predetermined~~ primary content and user information
14 from said download management server to said client console, the user information
15 obtained by examining the user identifier;
16 comparing said user information with trigger data logically associated with an
17 auxiliary content item making up the auxiliary content; and
18 determining whether a control function of said client console is enabled for
19 permitting viewing of said auxiliary content.

1 24. (Original) The method according to claim 23, further comprising a step of
2 continuously surveying to determine whether the client console user overrides playback
3 of said auxiliary content during execution of said primary content.

1
2 25. (cancelled)
3
4

5 26. (Currently amended) A system for providing auxiliary content during
6 download of primary content from a server, comprising:
7 a server network comprising a download management server, a customer
8 database that stores customer information, and a primary content database that
9 stores primary content; and
10 local storage that stores auxiliary content, wherein the auxiliary content is
11 stored in the local storage prior to download of the primary content from the
12 download management server;
13 wherein a customer identifier is uploaded to the download management
14 server to transact with the primary content database, the customer identifier being
15 examined to enable access to requested ~~predetermined~~ primary content in the
16 primary content database, and specific portions of the auxiliary content stored in
17 the local storage device are loaded from the local storage device to enable playing
18 ~~is played~~ during download of the requested ~~predetermined~~ primary content, the

19 specific portions of the auxiliary content are selected in part by examination of
20 user information that is obtained from the customer database in response to
21 examination of the customer identifier that was uploaded.

1